



Grow Your Business

Connect with more customers
and drive sales through seamless
online experiences.

Web Development | Social Media
Video Production | Content Strategy

Call us for your
free consultation

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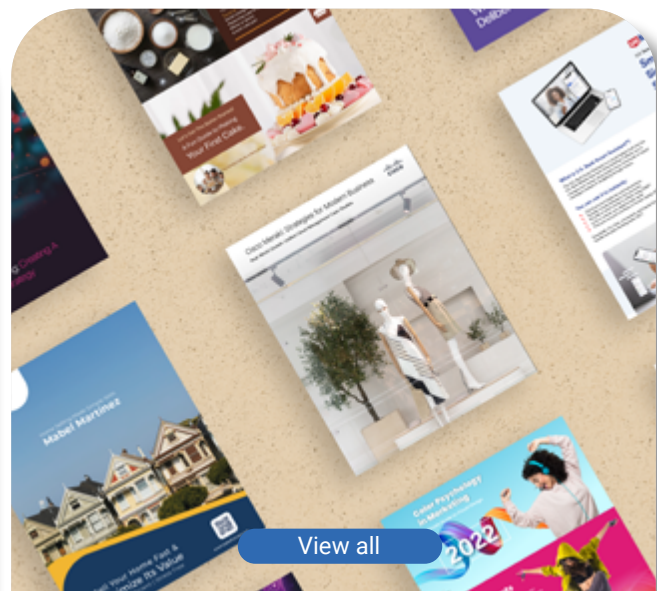
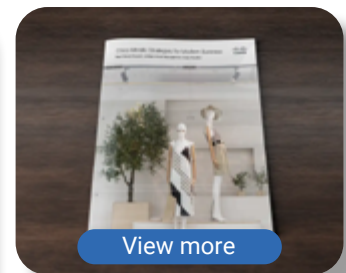
Content

8	Content Strategy
9	Web Development
10	Video Production
11	Social Media
	Attachments
12	Success Stories - Web Development
16	Cisco Meraki Case Studies
23	U.S. Bank Smart Assistant
26	Color Psychology
36	A Fun Guide to Making Your First Cake.
40	Real Estate Demo Design

Content Strategy

Let's build a content plan that gets you results!

Unlock Your Business's Potential. We create impactful visual content that simplifies complex ideas into clear, engaging stories. Our focus is on developing presentations, case studies, and templates that turn your data into high-impact visual narratives. Let us help you connect with your audience and achieve measurable results.



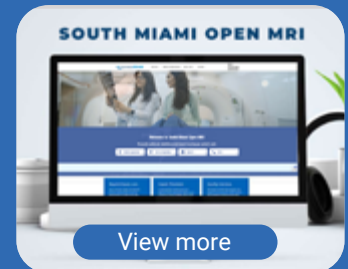
Our Clients Include:



Web Development

Turn your website into your best sales tool.

A Better Website for Your Business Ready for a website that works as hard as you do? This portfolio showcases how I build stunning, user-friendly websites on WordPress. Each project highlights my focus on clean design, responsive functionality, and a seamless user experience. The result? A site that not only looks great but also helps your business stand out and succeed online.



Our Clients Include:



Video Production

Ready to turn viewers into customers? Let's tell your story.

Your story, brought to life. We create polished, engaging videos that connect with your customers and drive business goals. .



Our Clients Include:



Social Media

Amplify Your Presence with Social Media!

From compelling content creation to consistent social media management, we provide the expertise that helps your business grow. Our deep industry knowledge is trusted by leaders, from Farmers Insurance to new startups.



Our Clients Include:



Attachments

Web Development

West Imaging Center

West Imaging Center is a Miami-based diagnostic imaging clinic specializing in High Field MRI, CT Scan, and CBCT i-CAT FLX. Known for its advanced technology and patient-focused care, the clinic provides reliable imaging services that support accurate diagnoses and build trust with both patients and referring physicians.



Industry:

Healthcare industry – Medical Imaging / Radiology

The Challenge:

West Imaging Center, a diagnostic imaging clinic in Miami, lacked a digital presence that reflected its advanced technology and expertise. The primary goal was to create a professional, trustworthy website that would showcase their state-of-the-art equipment and serve as a strategic tool for attracting new patients.

The Solution:

We designed and developed a comprehensive website from the ground up, focusing on a professional, medical-themed, and modern style. Key features included:

- **Clear presentation of services and technology:** Highlighting advanced equipment like the CBCT i-CAT FLX, High Field MRI, and CT Scan.
- **Trust-building content:** Incorporating genuine patient testimonials to foster confidence.
- **Effective Calls to Action (CTAs):** Strategically placed buttons for immediate contact and appointment scheduling.

- **Responsive design:** A 100% responsive layout optimized for all mobile devices.

Seamless integration: Adding essential tools like contact forms and Google Maps for easy navigation and communication.

The Process:

Our approach followed a structured methodology:

- **Research:** We conducted a thorough investigation of the medical sector and competitor websites.
- **Visual Strategy:** We defined a clean and reliable visual palette to convey safety and professionalism.
- **Development:** We built the site with a mobile-first approach, ensuring intuitive navigation.
- **Optimization:** We performed basic SEO and technical optimizations for speed and usability.

The Results:

West Imaging Center now has a solid and professional digital presence that reflects its technological authority and builds trust with both patients and referring physicians. The new website has become a strategic tool for attracting new clients and has led to a 30% increase in their patient base.

Technologies Used:

- CMS: WordPress
- Design: Adobe Creative Suite
- Survey Tool: SurveyMonkey
- Page Builder: Elementor
- Web Design: Responsive Design (mobile-first)
- Optimization: Basic SEO, Speed, and Usability testing
- Integrations: Google Maps, Contact Forms, Instant Action Buttons

[Live Preview](#)

South Miami Open MRI

The client is a reputable imaging center focused on providing advanced diagnostic services in a welcoming and trustworthy environment. Their strengths include a patient-centric approach, a wide range of imaging modalities, and a commitment to convenience and reliability.



Industry:

Healthcare – Diagnostic Imaging (MRI & Radiology Services)

The Challenge:

Despite offering comprehensive diagnostic services, South Miami Open MRI lacked a digital presence that communicated its full spectrum of services and institutional credibility. They needed a website that would convert visitor interest into appointments efficiently, reinforce their reputation for quality and safety, and simplify patient access to various imaging options.

The Solution:

I designed and built a professional, medical-grade website from scratch, aimed at reflecting the center's commitment to compassionate patient care and advanced diagnostic capabilities. The site presents their full range of services in a structured, visually engaging manner, integrates accreditation and trust indicators, and includes direct appointment options (phone and email). The layout was crafted with a mobile-first mindset, and local SEO strategies were implemented to enhance visibility in the Miami area.

The Process:

My workflow began with an assessment of digital presence in the diagnostic imaging sector, followed by crafting a visual identity inspired by medical trust and clarity. Navigation was designed to be intuitive, message hierarchy clear, and the entire experience optimized for both speed and user-friendliness to ensure seamless appointment requests and information access.

The Results:

South Miami Open MRI now enjoys a trustworthy and functional digital platform that aligns with its standard of quality care. The site simplifies how patients book appointments, builds confidence in service delivery, and strengthens the center's visibility and credibility in the local healthcare market.

Technologies Used:

- CMS: WordPress
- Design: Adobe Creative Suite
- Survey Tool: SurveyMonkey
- Page Builder: Elementor
- Web Design: Responsive Design (mobile-first)
- Optimization: Basic SEO, Speed, and Usability testing
- Integrations: Google Maps, Contact Forms, Instant Action Buttons

Wood Windows Warehouse

A family-owned company based in Emeryville, CA, specializing in the manufacturing, restoration, and installation of custom wood windows and doors for homes and businesses. Accredited by the BBB with an A+ rating since 2005.



Industry:

Construction & Home Improvement – Windows & Doors Manufacturing & Restoration

The Challenge:

Wood Windows Warehouse faced the challenge of moving away from an outdated online presence. They needed a modern website capable of showcasing their artisanal expertise, reinforcing trust and credibility, and making it easier for customers to request quotes, call directly, or visit the showroom. At the same time, they wanted to establish themselves as the local authority in wood window restoration and installation.

The Solution:

I developed a professional website with a modern yet artisanal design that reflects the quality of their work. The site now features a visual portfolio with before-and-after galleries, highlights trust elements such as their BBB accreditation, and includes clear calls to action. The design followed a mobile-first approach to guarantee an excellent experience on all devices, while local SEO strategies were applied to boost visibility in the Bay Area.

The Process:

The process began with an industry benchmark analysis, followed by the creation of a visual identity inspired by wood textures and clean typography. The structure was designed for intuitive navigation, optimized for speed, usability, and search engine visibility to ensure performance and customer engagement.

The Results:

The new digital platform gave Wood Windows Warehouse a credible online presence aligned with their craftsmanship reputation. The website strengthens brand trust, increases customer engagement, and serves as a powerful tool to generate new leads within their service region.

Technologies Used:

- CMS: WordPress
- Design: Adobe Creative Suite
- Survey Tool: SurveyMonkey
- Page Builder: Elementor
- Web Design: Responsive Design (mobile-first)
- Optimization: Basic SEO, Speed, and Usability testing
- Integrations: Google Maps, Contact Forms, Instant Action Buttons

[Live Preview](#)

Attachments - Content Strategy

Cisco Meraki Case Studies

Cisco Meraki: Strategies for Modern Business



Real-World Growth: Unified Cloud Management Case Studies.



Real Results, Radically Simplified

Discover How Four Leading Businesses Turned Complex Challenges into Sustainable Growth with the Cisco Meraki Cloud Platform.

In today's digital-first world, a competitive edge is defined by efficiency, security, and the ability to scale. But complexity can stand in the way. This document explores the journeys of four diverse companies that streamlined their IT, unlocked powerful data insights, and achieved remarkable results by leveraging a single, unified cloud-managed platform. See how they did it.



SAMSØE SAMSØE

- **Boost Sales with Data:** Achieved a 5.5% sales conversion uplift in men's apparel by using smart cameras and data to inform merchandising strategies.
- **Enhance Customer Experience:** Utilized indoor air quality sensors to create a more comfortable in-store environment, encouraging shoppers to extend their visits.

Mike's Bikes

- **Automate and Go Green:** Saved an estimated 30,000 sheets of paper annually and freed up employees for customer engagement by deploying Meraki-powered digital price tags.
- **Empower Lean IT:** Enabled a small IT team to effortlessly manage the entire network infrastructure, security, and uptime across all locations from a single dashboard.

Zero Latency

- **Redefine the User Experience:** Revolutionized immersive gaming by using high-performance Wi-Fi 6E to eliminate the need for cumbersome 13-pound player backpacks.
- **Expand Globally, Faster:** Streamlined new venue rollouts around the world, enabling rapid expansion without the need for costly on-site technicians.

MobileONE, LLC

- **Achieve Major Cost Savings:** Projected to save nearly \$500,000 over five years by replacing outdated and failure-prone NVR security systems with a modern solution.
- **Scale at High Speed:** Deployed secure networks across 230 retail locations in under three months, with a lean two-person IT team managing over 1,000 IoT devices remotely.

SAMSØE SAMSØE

Weaving AI into the fabric of retail experiences

Industry

- Retail

Location

- Copenhagen, Denmark

Products

Meraki dashboard

- Cellular Gateway
- Meraki Wireless
- Meraki Switching
- Meraki Sensors
- Meraki Cameras
- Security & SD-WAN

Z Series - Teleworker Gateway

Solutions

- Lean Operations
- Physical Security
- Safe environments
- Security/SASE
- Smart spaces
- Sustainable Operations

Situation:

As an international fashion brand with over 50 global stores, SAMSØE SAMSØE sought a robust and reliable network foundation to enhance the retail experience and gain crucial insights for strategic business growth.

Challenge

The brand faced a critical gap: the inability to deeply understand customer behavior and demographics within their stores. They needed actionable data, far beyond simple foot traffic, to inform merchandising decisions by revealing exactly who their customers were and how they interacted with the space.



Results

The impact was immediate. Data from the Munich flagship revealed an unexpected customer split, and a resulting merchandising adjustment led to a 5.5% increase in men's sales conversion in just one quarter. This tangible success underscored the power of a data-driven strategy, making the Meraki network indispensable for the brand's growth.

“

“Our board and C-suite were really blown away by the Meraki smart cameras and EVERYANGLE solutions. They were like, ‘When did we do that? What system is that? When can we have it in more stores?’”

Simeon Solarsky

Head of Information Technology Operations & Infrastructure, SAMSØE SAMSØE

Mike's Bikes

Pedaling toward omnichannel customer experiences with digital price tags

Industry

- Retail

Location

- San Rafael, California

Products

- MR - Meraki Wireless
- MX - Security & SD-WAN
- SM - Systems Manager

Solutions

- Lean Operations
- Security/SASE
- Sustainable Operations

Overview

As a leading bicycle retailer, Mike's Bikes was challenged by inconsistent network infrastructure and outdated manual processes across its numerous locations. To standardize operations and empower employees to deliver exceptional service, the company urgently needed a reliable and scalable technology solution.

Challenge

The company's small IT team struggled with unreliable networks and the resource-intensive burden of manually updating paper price tags. This constant, tedious task diverted significant employee time away from direct customer engagement, creating a critical operational bottleneck.



Results

The Meraki solution transformed operations, enabling the lean IT team to manage the entire infrastructure with greater efficiency and agility. By eliminating manual updates, Mike's Bikes freed employees to focus on customer engagement and achieved a significant sustainability impact, saving an estimated 30,000 sheets of paper annually.

“

“The simplicity of both the software and the hardware tools that we've put into place contributes to our success. Cisco Meraki is what powers the business.”

Chris O'Dell
IT Director, Mike's Bikes

Zero Latency

Game on! Redefining immersive gaming experiences with seamless connection powered by Wi-Fi 6E

Industry

- Retail

Location

- San Rafael, California

Solutions

- Networking
- Remote workforce

Overview

As a global leader in warehouse-scale, free-roam VR entertainment, Zero Latency required a high-performance technology solution to power its immersive experiences and support an aggressive global expansion strategy.

Challenge

The primary obstacle to growth was the cumbersome, 13-pound VR backpack required for gameplay. This heavy equipment physically strained players, limited accessibility for a wider audience, and created a significant operational bottleneck that impeded the company's plans for rapid global expansion.

Products

- MR - Meraki Wireless
- MS - Meraki Switching



Results

The implementation of Cisco Meraki's cloud-managed Wi-Fi 6E solution delivered a revolutionary shift. By moving all VR rendering to a central server, Zero Latency completely eliminated the need for player backpacks, dramatically improving the user experience and broadening accessibility. Concurrently, the intuitive Meraki dashboard streamlined new venue deployments, enabling rapid and efficient global expansion without requiring on-site technicians.

“

“The ease of use and maintainability of Cisco and Meraki equipment is critical for our operators.”

Scott Vandonkelaar

Chief Technology Officer, Zero Latency

MobileOne LLC

Optimizing retail store connectivity and monitoring with standardized smart spaces

Industry

- Retail
- Small Business

Location

- California, USA

Products

- Meraki dashboard
- MR - Meraki Wireless
- MS - Meraki Switching
- MT - Meraki Sensors
- MV - Meraki Cameras

Solutions

- Lean Operations
- Physical Security
- Smart spaces
- Wireless

Overview

As one of the largest authorized AT&T retailers, MobileOne's rapid growth was being held back by an outdated and fragmented network. They urgently required a unified, scalable, and easily manageable solution to sustain their expansion across hundreds of stores.

Challenge

The company was burdened by a costly and unreliable NVR surveillance system that created significant security risks and operational bottlenecks. This challenge was amplified by a lean IT team that struggled to manage a vast, distributed network of locations and IoT devices without centralized control.



Results

Meraki's cloud solution enabled a rapid deployment across 230 retail locations in under three months. The company is projected to save nearly \$500,000 over five years by replacing the old NVRs, while empowering its two-person IT team to centrally manage all networks and over 1,100 IoT devices from a single dashboard.

“

“With cloud-based networking I can now troubleshoot from anywhere. I have fixed many issues remotely, even from a golf course on a cellular-enabled tablet.”

Kade Clifton
IT Manager, MobileOne

Attachments - Content Strategy

U.S. Bank Smart Assistant



U.S. Bank Smart Assistant®

**Smart.
Simple.
Secure.**

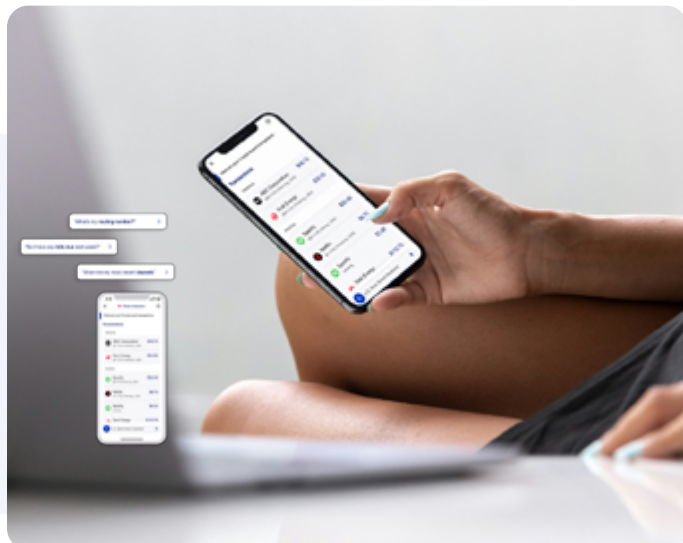
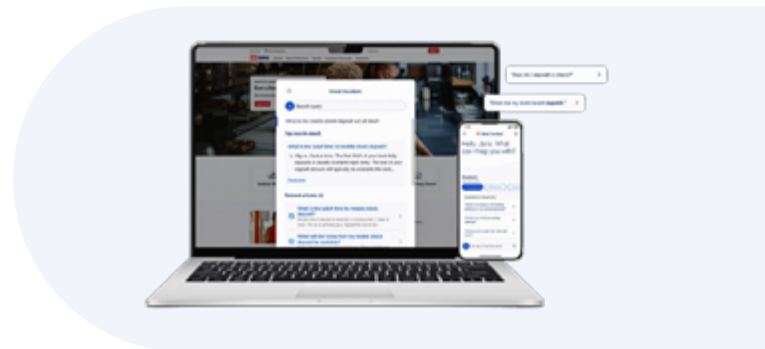
What is U.S. Bank Smart Assistant®?

The U.S. Bank Smart Assistant is a virtual helper built into the U.S. Bank Mobile App and online banking. It allows you to manage your money using simple voice commands or typed messages instead of navigating through menus.

You can use it to instantly:

- Check account balances and transactions.
- Transfer money between your accounts.
- Pay bills or send money to others using Zelle®.
- Lock or unlock your debit/credit cards.
- Find your account numbers or locate nearby ATMs.

Essentially, it's a fast, convenient, and hands-free way to handle everyday banking tasks 24/7.



How can Smart Assistant help?

It reduces steps and saves you time. At any time of the day, your Smart Assistant can help you quickly find answers, find what you need and complete everyday banking tasks. It can also get you in touch with the right contact if you need additional help.

Quickly find answers.

Say or type:

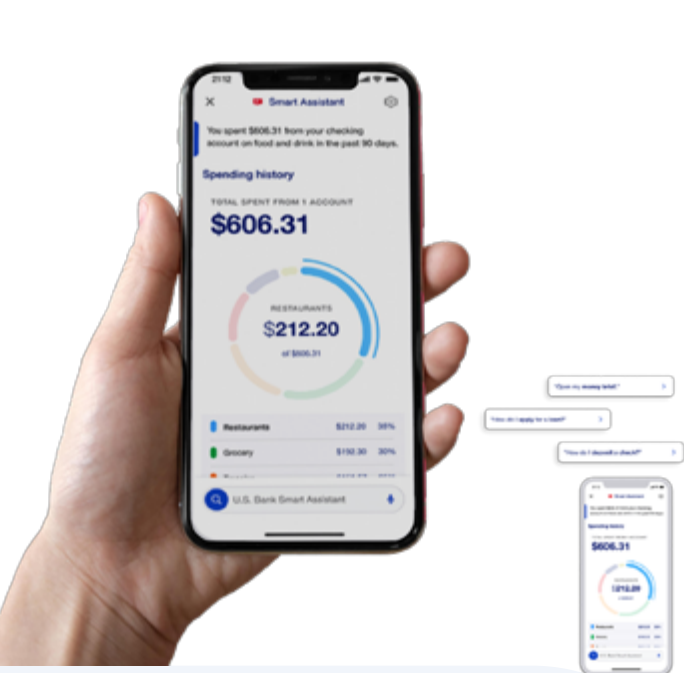
“What’s my routing number?”

“What’s my credit score?”

“How much was my last deposit?”

“Do I have any bills due next week?”

“What did I spend at Target last month?”



Find what you need – fast.

Say or type:

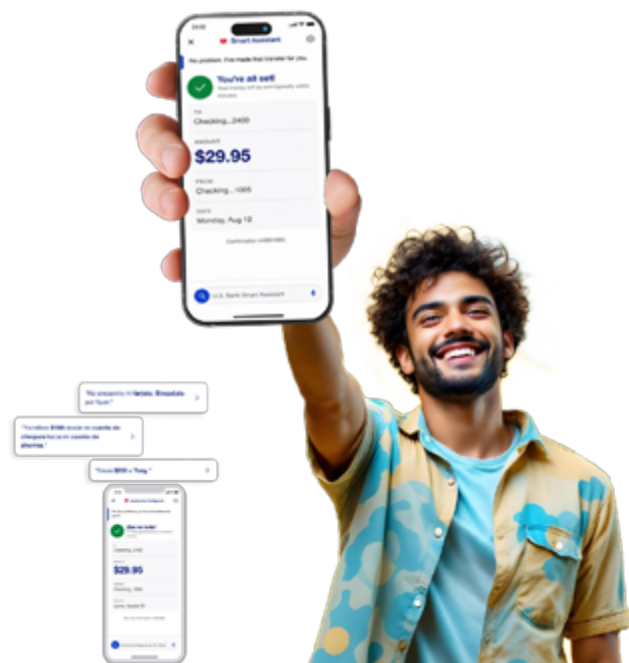
“Activate my credit card.”

“I’d like to set a travel notification.”

“Where is the closest U.S. Bank ATM?”

“I want to apply for a loan.”

“How do I deposit a check?”



Complete everyday banking tasks.

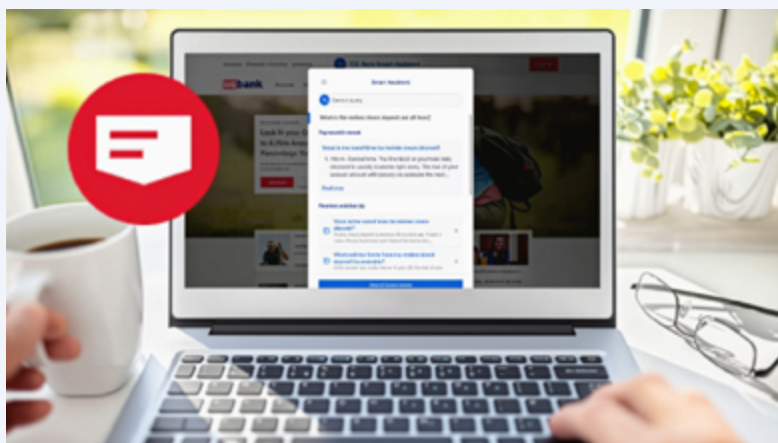
Say or type:

“Pay the statement balance on my credit card.”

“Send 200 bucks to Tony.”

“Transfer \$100 from savings to checking.”

“My debit card is missing. Please lock it.”



Give it a try.

Look for the red Assistant icon in the U.S. Bank Mobile App or sign up for online banking to get started.

Don't have the app? Download it today.



or text GET APP to 872265 to receive a download link 20

Attachments - Content Strategy

Color Psychology

Color Psychology in Marketing

Ultimate Guide to Visual Design

2022



pdf By
Luis Colero



Table of contents

- | | |
|---|-----------------------------------|
| 3 - Intro | 12 - Analogous colors |
| 4 - What is color psychology? | 13 - Monochromatic colors |
| 6 - Primary colors | 14 - Triadic colors |
| 8 - Secondary & Tertiary colors | 15 - Split complementary |
| 9 - The color wheel & The nuances of colors | 16 - Tetradic color |
| 10 - Warm & cool colors | 17 - Square colors |
| 11 - Complementary colors | 18 - Color meanings and symbolism |



Intro

How do people feel about color?

Specific colors can affect the brain's emotion sensors in many ways.

The psychology of color in marketing and branding is more than five-sentence explanations of what each color represents.

It is true that specific colors can influence consumer choices. Color can affect the brain's emotion sensors in many ways. It can attract attention, inspire emotions, give security or take advantage of nostalgia.

But the psychology of color is not so simple.

A sentence like "yellow represents creativity and happiness" isn't exactly color psychology. It's a generalized association.

Actually, "yellow" can have different connotations depending on how it is used, what color it is placed next to, and what shade of yellow it is. Yellow is not always cheerful and creative; sometimes, it is sickly and pale.

The psychology of color in marketing is largely based on how people feel about color, and that stems from how they experienced color as children and during the transition to adulthood.



What is color psychology?

It is the study of colors on the emotional effects they cause in individuals



85% of shoppers choose what to buy based on color

We perceive colors through our sensory system, so each person can perceive it differently, that is, subjectively.

But, although there are individual differences in perception, we have cultural codes that give symbols and specific meanings to each color. Within the psychology of color, the qualities of colors are taken into account, both sensory and cultural impact.

Not only is the study of color itself important, but also the shades and color range of these, taking into account the

effect it has on the human being and the perception of it according to its density and how it relates to emotions...

Buyers often choose what to buy based on color. In fact, these equate to about 85% of the reason a person chooses one product over another. In addition, color is of great importance in branding.



Primary Colors

Primary colors are colors that cannot be created by mixing two other colors. In fact, they form the basis of all other colors.

On the classic color wheel, the three primary colors are red, yellow, and blue.

What Happens When Colors Combine?

In terms of the psychology of color in marketing, knowing how colors combine and give off different moods and feelings will help you get better results.

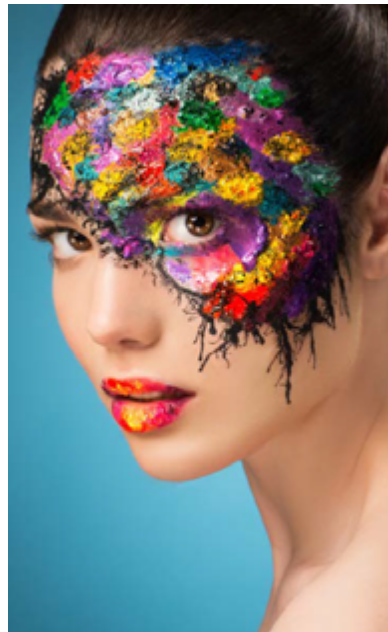
In this section, we'll look at basic color combinations, color harmonies, and how to group colors in a nice way.

There are two basic color combinations: secondary and tertiary.



Secondary Colors

Secondary colors are created from the mix of two primary colors. In the color wheel, these are visualized in between the primary colors.



Tertiary Colors

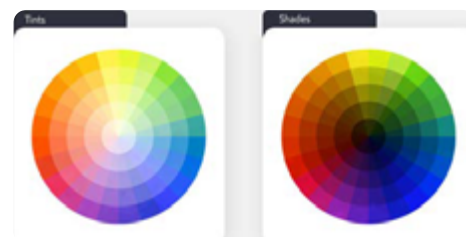
Tertiary colors are the six colors created from a mix of one primary color and one secondary color. These only apply to colors that are next to each other in the color wheel.



The Color Wheel

All the primary, secondary and tertiary colors complete the color wheel.

In the color wheel visualization, notice how the colors are cut into sections on the left. These nuances make the infinite gamut of possible colors..



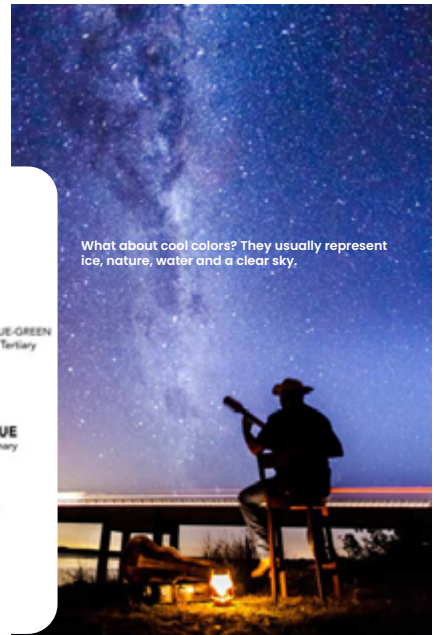
The Nuances of Color

Take a look at the color wheels below. At first sight, we notice the primary, secondary and tertiary colors. Then we notice how the center of the wheel is white on the left and black on the right.



What emotions or thoughts do warm colors represent? Summer days, sunsets, fire and heat come to mind.

Warm & Cool Colors



What about cool colors? They usually represent ice, nature, water and a clear sky.

Complementary Colors

Complementary colors are directly opposite to each other in the color wheel.



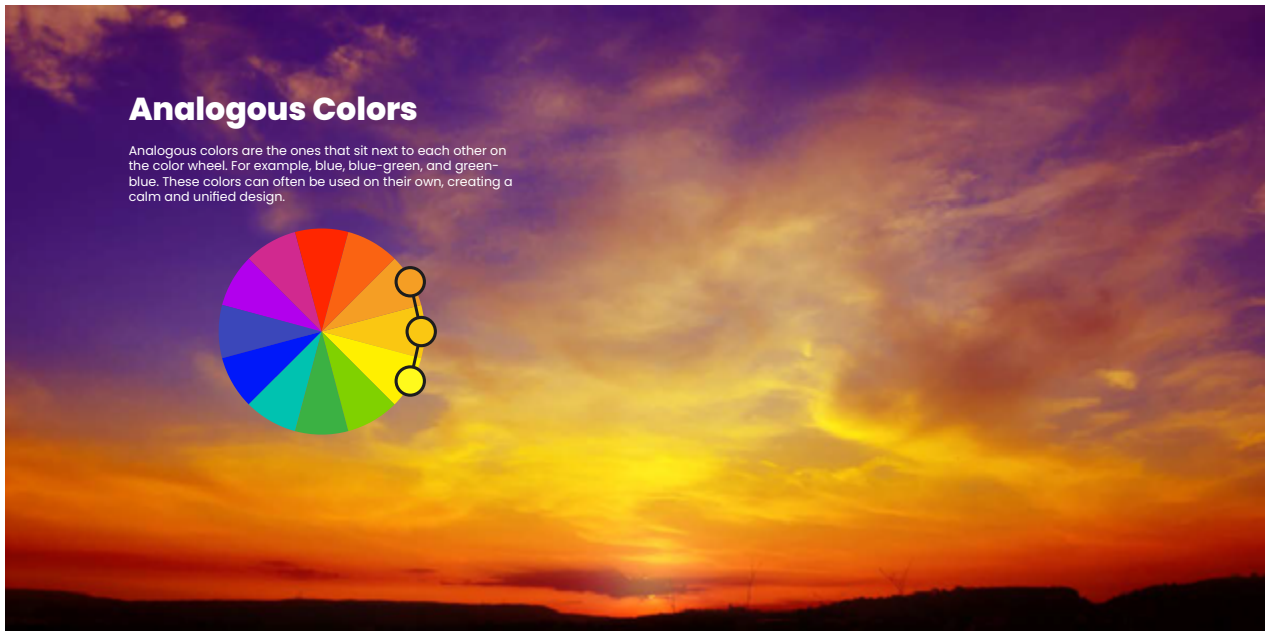
The general rule

80/20



Analogous Colors

Analogous colors are the ones that sit next to each other on the color wheel. For example, blue, blue-green, and green-blue. These colors can often be used on their own, creating a calm and unified design.



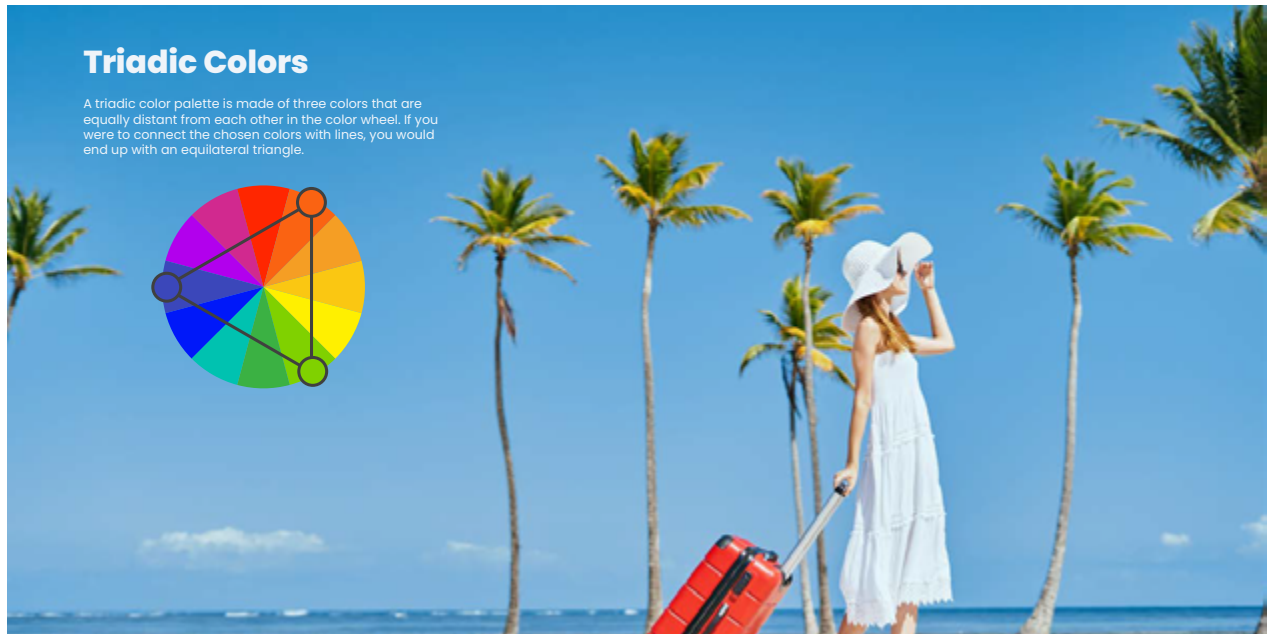
Monochromatic Colors

A monochromatic color harmony is made up of various shades and tints of the same hue. Using a balance of shades and tints of just one color can make a really interesting composition of light and dark areas.



Triadic Colors

A triadic color palette is made of three colors that are equally distant from each other in the color wheel. If you were to connect the chosen colors with lines, you would end up with an equilateral triangle.



Split Complementary

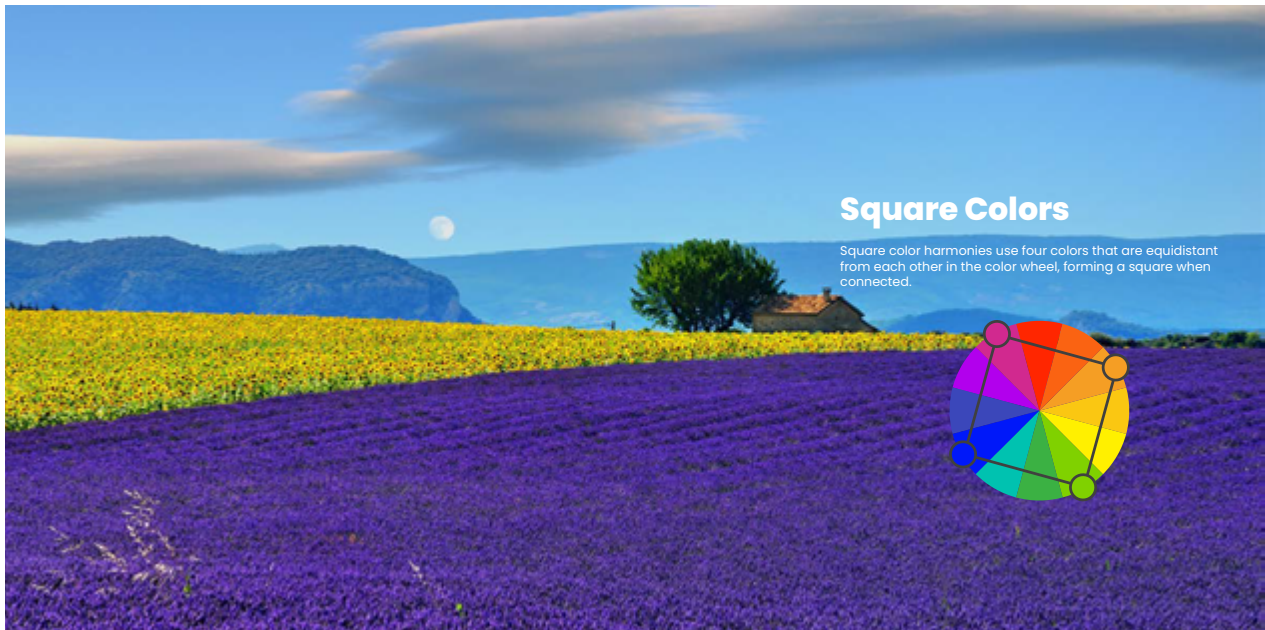
Another color scheme with three colors is the split complementary color harmony. This is similar to the complementary color pairing, but the colors aren't perfectly opposite to each other.





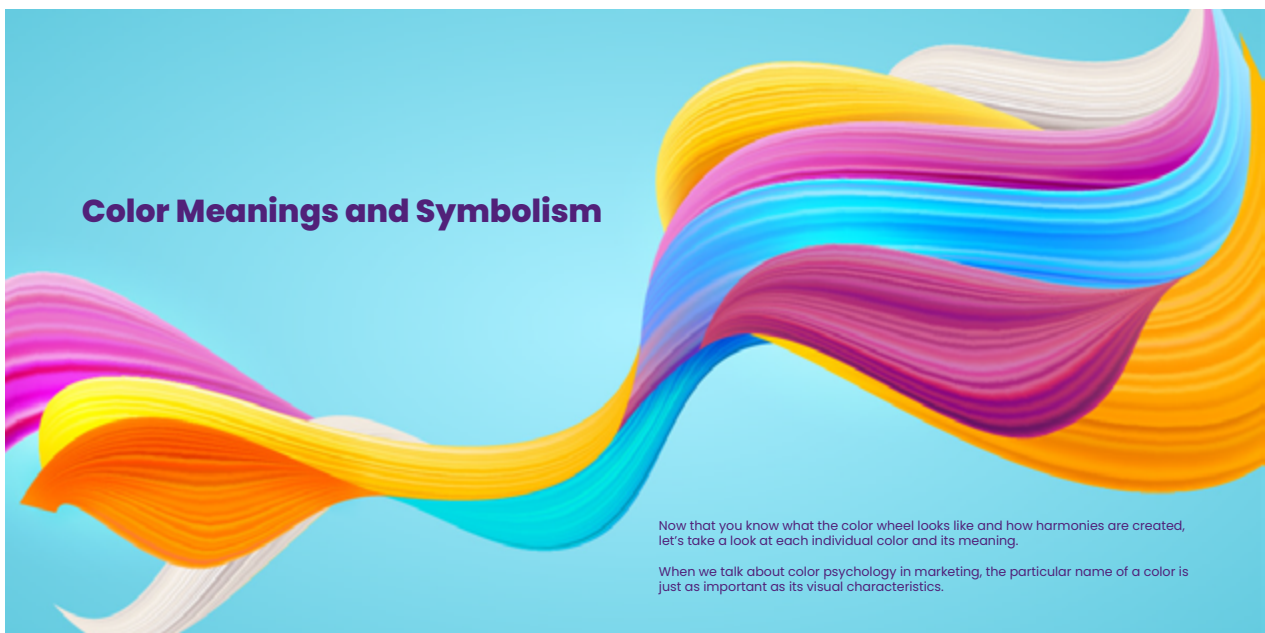
Tetradic Color

Tetradic color harmonies are made of two pairs of complementary colors, such as red-green and blue-orange.



Square Colors

Square color harmonies use four colors that are equidistant from each other in the color wheel, forming a square when connected.



Color Meanings and Symbolism

Now that you know what the color wheel looks like and how harmonies are created, let's take a look at each individual color and its meaning.

When we talk about color psychology in marketing, the particular name of a color is just as important as its visual characteristics.

Yellow

#FFF200



**Positive
Connotations:**
Confidence
Self-esteem
Friendliness
Optimism



**Negative
Connotations:**
Cowardice
Depression
Jaundice
Sickness
Fear



Red

#D30000



**Positive
Connotations:**
Excitement
Courage
Security
Power
Speed



**Negative
Connotations:**
Aggression
Defiance
Danger
Pain



Blue

#0018F9



**Positive
Connotations:**
Intelligence
Serenity
Calm
Trust



**Negative
Connotations:**
Depression
Sadness
Cold





Orange

#FC6600



Positive Connotations:
Ludic playfulness
Comfort
Warmth



Negative Connotations:
Sense of being lost
Discomfort
Despair



Green

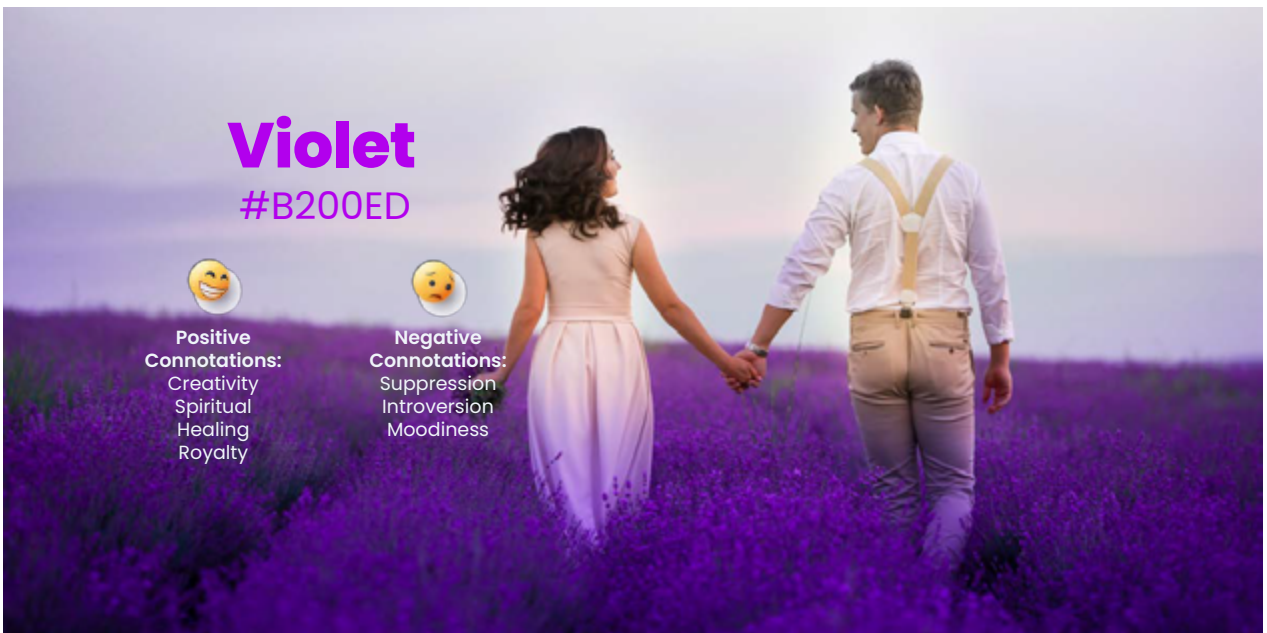
#3BB143



Positive Connotations:
Eco-friendly
Restorative
Peaceful
Fresh



Negative Connotations:
Blandness
Boredom
Sickness
Greed



Violet

#B200ED



Positive Connotations:
Creativity
Spiritual
Healing
Royalty



Negative Connotations:
Suppression
Introversion
Moodiness



Pink

#FC0FC0



Positive Connotations:
Happiness
Sexuality
Comfort
Warmth
Love



Negative Connotations:
Overwhelming
Emasculating
Emotionally
Physically
Draining



White

#FFFFFF



Positive Connotations:
Cleanliness
Simplicity
Clarity
Purity



Negative Connotations:
Emptiness
Isolation
Sterility
Elitism

Black

#000000



Positive Connotations:
Sophistication
Elegance
Glamor
Faith



Negative Connotations:
Oppression
Mourning
Fear
Evil



Brown

#7C4700



Positive Connotations:
Seriousness
Earthiness
Reliability
Warmth



Negative Connotations:
Lack of sophistication
Heaviness
Dirtiness

Attachments - Content Strategy

A Fun Guide to Making Your First Cake.



Let's Get This Batter Started!
A Fun Guide to Making
Your First Cake.



The Perfect Cake for a Party of Four.



What You'll Need:

Ingredients:

- 1 cup all-purpose flour
- 1/2 cup granulated sugar
- 1 large egg
- 1/4 cup (1/2 stick) unsalted butter, softened
- 1/4 cup milk
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- 1/2 teaspoon vanilla extract

Tools:

- Small mixing bowls
- Measuring cups & spoons
- Whisk or spoon
- 6-inch cake pan



STEP 1

Get ready to bake!

Let's get everything ready before we start.

Get your oven ready! Preheat to 350°F (175°C).

STEP 2

Time to Mix!

We will mix the ingredients in two bowls.

- In one bowl, combine dry ingredients (flour, baking powder, salt).
- In another, mix wet ingredients (butter, sugar, eggs, milk, vanilla) until smooth.



STEP 3

Make the Batter!

Let's bring them all together.

- Pour a little bit of the dry mix into the wet mix.
- Mix it gently with a spoon.
- Keep pouring and mixing until all of the dry and wet ingredients are combined.



STEP 4

Bake the Cake!

Now, mix the ingredients in two bowls.

- Pour batter into the prepared pan.
- Bake in the preheated oven.
- Check for doneness with a toothpick; it should come out clean.





STEP 5

Time to Decorate!

Unleash your inner cake artist.

Once baked, cool the cake completely before frosting and decorating. Then, slice and enjoy your masterpiece!



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Attachments - Content Strategy

Real Estate Demo Design



Home Selling Made Simple With
Mabel Martínez



Sell Your Home Fast &
Maximize Its Value
Simple | Efficient | Stress Free



www.isabelhomes.com

Home Selling Made Simple With **Mabel Martínez**



As one of the East Bay's premier realtors, I offer a personalized, detail-oriented approach that turns the complex process of selling your home into a simple and rewarding experience. I strive to deliver outstanding client service, going beyond mere numbers to design customized home-selling strategies. My expertise in the East Bay's real estate market, innovative marketing techniques, and vast network ensures your home attracts the perfect buyer. Partner with a realtor who puts your needs first and is dedicated to your success.

#1 Ranked in Oakland

I'm grateful to be recognized as Oakland's #1 ranked agent—a testament to my commitment to serving my clients.

Top 1.5% Agent Nationwide

Being among the top 1.5% of agents nationwide is an honor that reflects my dedication to excellence in real estate.

#41 Ranked Realtor in California

Ranking as California's 41st realtor out of 200,000+ is a privilege that motivates me to continue offering the best service possible.

Sell Faster and Smarter with Our Home Listing Services

Our home listing service transforms the complex journey of selling your home into a rewarding experience, ensuring every detail is expertly handled. From setting the right price to crafting marketing strategies, we provide comprehensive support to maximize your home's potential in the market. By choosing us, you'll enjoy the peace of mind that comes with knowing your home sale is in the hands of seasoned professionals dedicated to achieving the best possible outcome for you.

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